

RALPH & CO.

29 West 34th St.

UNRESTRICTED CHOICE**Two Hundred
Party, Dance & Evening Frocks**

Formerly up to \$39.50

All at
One Price
Thursday**\$12.75**No Exchanges
No Credits
No Alterations

\$12.75 \$12.75

Exquisite models in the correct,
new effects, including Gowns of:High luster Satin with sweeping over-tunic of Net.
Bodice of satin in French color combinations, with
skirt of Silver Cloth with over-skirt of Spangle
Embroidered Net.Skirt of Satin, entire bodice of Spangles, yoke
and sleeves of Net.Spangled net over body of Spangled Silver Cloth,
tunic effect of Satin.

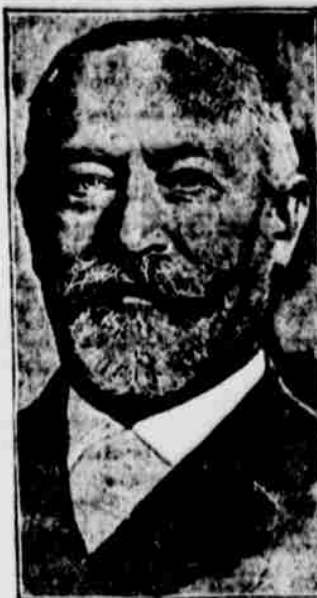
Silver and gold lace panelled nets over Satin bodice.

Moyen Age model, entire bodice of Silver Lace
double tunic net skirt over body of Satin.And numerous other exclusive styles in black,
black-and-white, white and all evening shades.
All sizes.

The unprecedented values presented in this
Sale, coupled with the high character of each
Gown involved, merit the attention of every
woman and miss. Early attendance is advised.

SALE STARTS THURSDAY MORNING AT NINE O'CLOCK

JACOB H. SCHIFF
CONGRATULATED TO-DAY
ON 10TH BIRTHDAY

JACOB H. SCHIFF
BORN 1826

Jacob H. Schiff will celebrate to-day
the seventieth anniversary of his birth,
and telegrams, letters and phoned mes-
sages of congratulation began yester-
day to flow in on him from Jewish
organizations all over the country and
from prominent co-religionists.

**SERVICE COUPONS HELP
OWNERS OF HUPMOBILES**

Inspection Also Gives Company
Accurate Line on Troubles
in Cars.

Service to-day is probably the most
important thing that a prospective
motor car owner must consider be-
fore making his choice of cars. Sim-
plicity of construction and economy
of operation have been two of the
ideals around which the Hupmobile
reputation has been built. With these
essentials to start with, the owners of
Hupmobiles have only to secure an
adequate amount of service attention
to guarantee them the maximum
amount of work from their cars.
Realizing this the Hupp Motor Car
Corporation inaugurated the national

coupon service for the benefit and
protection of owners. This national
coupon system provides for the in-
spection and adjustment of all Hup-
mobiles at any of the 5,000 Hupmobile
service stations in the United States
and Canada.

The coupon book is issued with
each car, giving the owner thirty-two
hours' labor at any of the Hupmobile
service stations. This system is es-
pecially adapted to motorists while
touring.

The national Hupmobile coupon
service system was inaugurated in
June, 1914. A record has been kept
of each repair made on every series
"N" Hupmobile. A card index show-
ing the troubles of every one of the
15,000 owners gives the service de-
partment an accurate line on the
troubles of all Hupmobile owners.
Through this department they are able
to remedy them in future cars.

Henry Bergman Dead.

Henry Bergman, theatrical manager,
died at his home, No. 300 West Fort-
ninth Street, last night. Mr. Bergman,
who was fifty-eight years old, for
thirty-five years had been connected
with the stage and was associated with
Henrietta Crossman, William H. Crane,
Olga Petrova, Walter Whitehead and
other stars. He was recently connected
with the Metro Film Corporation.

**Use Coconut Oil
For Washing Hair**

If you want to keep your hair in
good condition, be careful what you
wash it with.

Most soaps and prepared shampoos
contain too much alkali. This dries the
scalp, makes the hair brittle, and is
very harmful. Just plain mulitised
coconut oil (which is pure and en-
tirely greaseless) is much better than
the most expensive soap or anything
else you can use for shampooing, as
this can't possibly injure the hair.

Simply moisten your hair with
water and rub it in. One or two tea-
spoonfuls will make an abundance of
rich, creamy lather, and cleanses the
hair and scalp thoroughly. The lather
rinses out easily and removes every
particle of dust, dirt, dandruff and
excessive oil. The hair dries quickly
and evenly, and it leaves it fine and
silky, bright, fluffy and easy to manage.

You can get mulitised coconut oil
at most any drug store. It is very
cheap, and a few ounces is enough to
last every one in the family for
months.—Adv.

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts.

For Thursday

Correct Walking Boots

For Women and Misses

New low heels and wing tips

Mahogany Calf—fawn buckskin tops**All black Russia Calf****Black Calf—fawn buckskin tops****Tan Russia Calf—gray buckskin tops****Tan or dark brown Russia Calf**

Laced Boots made on correct walk-
ing lasts, of highest quality leathers
with welted soles and low heels.

6.00 to 9.50

Women's Shoe Shop—Third Floor

Evening Slippers

For Women and Misses

Long vamps, hand-turned soles, Louis XV. heels.

Slippers that Harmonize with
All Evening Gowns.**Imported cloth of silver or gold****Imported silver brocades****Cloth of silver—brocaded back****Bronze or black kidskin****Patent or dull leather****7.50**

Evening Slipper Shop—Third Floor

**An Advertisement to the
American People****By J. Ogden Armour**

TODAY, when rising costs have made foods a paramount issue, it
seems an opportune time to lay before the serious-minded public
certain points it is to their self-interest to know.

And it is to those who take thought that I wish to speak, glad of the
opportunity to present these points to their well-poised judgment.

It is not that the facts are today any different
than they ever were. But their consideration now
has an especial timeliness.

Statistics, particularly of the past two years,
have shown something that many have not been
prompt to comprehend—the basic good faith of
Armour and Company to consumers.

To fully realize all that this implies, you
must understand the economic conditions on
which this business is based.

**The preparation of foods for human con-
sumption is the oldest business on earth.**

It goes back to the very foundation of history.
As a consequence, although people do not always
appreciate it, this is the most competitive of ALL
industries.

Our function is to collect, prepare, transport
and distribute foods more capably and at less ex-
pense than the ever-present competitor can do it.

**The work of preparing food stuffs is a
business of natural competition. It always
has been. It always will be.**

This competition forces two things—opera-
tion at the lowest profit, and the giving of the
utmost in service. For, if profits were excessive,
concerns able to operate at lower cost would
quickly capture trade. And if service were in-
adequate, those with better service would win.

Thus, the amount of production in a field so
highly competitive, must be very significant.

**When you find a business in staples at-
taining size, you may be sure that in some
broad, economic way, it makes for increased
efficiency and gives a fundamental service to
consumers. In no other way could it con-
tinue to exist.**

(Signed)

J. Ogden Armour

The remarkable thing about the American
livestock business is that the maximum consump-
tion is some two thousand miles away from the
center of production. Yet, through Armour
and Company, it is possible for you, no matter
where you are, to set your table as bounteously
as if you lived alongside the farm.

But also remember this!

**Armour and Company did not become of
national importance until there was a
national need for their services.**

This need did not arise until the East was no
longer able to compete with the West in raising
livestock. Then it was that the public, realizing
perishable products sold on small margin cannot
be passed long distances through many hands,
began to demand more and more of us—began
to make us strain every effort to keep pace with
their needs.

But, despite our service, our economies pos-
sible through volume and scientific utilization
of by-products, our perfection of preparation
and marketing, the pay we receive for it all aver-
ages less than three cents on the dollar in our
total year's business. One outstanding fact must,
therefore, be obvious to every thinking man.

**Any pre-eminence Armour and Company
may have attained, has been won on a
straight basis of that highest of all ideals—
Service!**

I have never deemed myself a writer of ad-
vertisements. Yet I am willing to have you con-
sider this message an advertisement, if you will—
an advertisement for the house founded by my
father, Philip D. Armour; for, the motives of
this organization have been my life's inspiration
and even though sometimes misunderstood, I
may say with pride that they have always been
true to the best interests of the American people.

**OLD CROW RYE**

America's Finest RYE

WHISKEY

HAND MADE

SOUR MASH

STRAIGHT PURE RYE

MADE IN KENTUCKY, U. S. A.

H.B. Kirk & Co., New York, N.Y.

**"JOAN
THE
WOMAN"**
COMPLETE
JAN. 15th to 20th

**EVENING
WORLD**

ALL CARS TRANSFER TO
Bloomingdale's
59th to 60th Street Lex. to 3d Av. Phone 3908

January White Sale

**Important Event—Big Bargains
Particularly in Undermuslins**

A sale of such magnitude takes place but once in six
months. Much time and labor are devoted to accumulate
large stocks of desirable undergarments.

On numerous occasions throughout the year small lots
are offered to us at price concessions. These are snapped up
and put aside for such an event as this. In addition, huge
quantities of merchandise fresh from the makers are pro-
vided.

These garments are now ready for you. See what we
have to offer and note our small prices. You will be just as
enthusiastic about this sale as we are.

Night Gowns, 49c

Nainsook or cambric, round or
V neck; trimmed with embroi-
dery, tucks or ribbon.

Night Gowns, 69c

Several models with low, high
or V neck; trimmed with yoke of
fine embroidery, lace and ribbon.

Night Gowns, 79c

Nainsook or cambric, high, V or
round neck; trimmed with Val.
lace and fine embroidery.

Night Gowns, 98c

Various styles with fine em-
broidery, lace or ribbon.

Sample Night Gowns,**\$1.49 and \$1.98**

Manufacturer's samples of high
priced garments. Some in Empire
model, trimmed in various styles.

Petticoats, 49c

Soft muslin, with deep flounce of
fine embroidery.

Petticoats, 79c

Cambric top; deep flounce of
fine lace and embroidery.

Petticoats, 98c

Cambric top; various pretty
models, trimmed with fine lace
and embroidery.

Petticoats, \$1.49 and \$1.98

Manufacturer's samples of high
priced goods; trimmed with fine
lace, embroidery, beading and rib-
bon.

Envelope Chemises, 49c

Soft muslin, with yokes of lace,
embroidery and ribbon.

Envelope Chemises, 79c

Fine nainsook, yokes of lace and
embroidery, beading and ribbon;
neat styles.

Envelope Chemises, 98c

Pretty styles to select from, with
deep yokes of fine lace medallions;
wide ribbon.

Envelope Chemises, \$1.49

Fine nainsook, yokes of Val.
lace, lace medallions and wide rib-
bon beading.

Envelope Chemises, \$1.98

Nainsook, elaborately trimmed
with lace and embroidery.

Drawers, 19c

Good quality cambric, trimmed
with deep embroidery and tucked
ruffles.

Drawers, 29c

Cambric or soft muslin, trimmed
with deep embroidery ruffles.

Drawers, 39c

Cambric, deep ruffles of em-
broidery or lace.

Drawers, 49c

Cambric or nainsook in various
styles; trimmed with lace or em-
broidery ruffles.

Drawers, 59c, 79c, 98c

Nainsook or cambric in several
styles; trimmed with embroidery,
lace and ribbon.

Corset Covers, 10c

Cambric, tight fitting; square
neck.

Corset Covers, 21c

Soft muslin; embroidery edge
and ribbon.

Corset Covers, 29c

Many pretty styles with yokes
of embroidery, beading and ribbon.

Corset Covers, 39c

Nainsook, with deep yoke of em-
broidery, lace, beading and rib-
bon.

Corset Covers, 49c, 69c,**79c and 98c**

Many pretty styles of fine lace
medallions, embroidery, beading
and ribbon.

Second Floor

**A Remarkable Sale of
Scarfs and Scarf Sets
Prices Have Been Sharply Cut**

This is an event of great importance to
every woman and miss, right in the midst
of the season.

We have on hand a large quantity of
knitted scarfs and scarf sets, which must
be disposed of quickly. A short cut to this
end is a deep cut in price. Hence, the re-
vised prices will be as follows:

Scarf and Cap Sets, 69c to \$4.79**Separate Scarfs, 59c to \$2.49****Separate Caps, 29c to 89c**

Included are brushed wool and knitted scarfs and scarf
sets in desirable colors, including rose, Copenhagen, gold,
emerald, also white. Some in novelty effects.

Small Quantity of Sweaters, \$4.98
Broken lots that have been selling at higher prices.

Main Floor

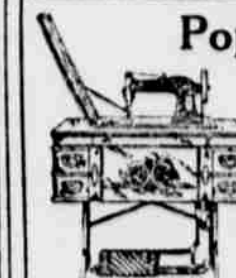
**Continuation of the Sale of
Union Suits for Women
Special, 39c**



The label on these undergarments is
sufficient guarantee of their quality.
The special price is possible only be-
cause the manufacturer has decided
to discontinue making these garments.
Union suits are of bleached cotton
in white or flesh. Low neck model,
with tight knees reinforced, or wide
umbrella style trimmed with lace.
Size range is somewhat broken, there-
fore we suggest you make selections in
person.

Main Floor

**Popular Sewing Machines
Moderately Priced**



In stock at all times are many of the
best known makes, such as

**Singer, World's Rotary, White,
New Treasure, New Home,
Delight, Grand Union, New Crown.**

Here are two of our popular priced models:

Tisbest Sewing Machines, \$15.50

Drop-head model, oak case; full set of attachments.

Elite Rotary Sewing Machines, \$26.75

Five-drawer drop-head model, with complete set of
attachments; darning, hemstitching, lock and chain stitch-
ing may be done on this machine.

Terms Are \$2 Down, \$1 Weekly**No Interest—No Extras**

FREE A Singer darning attachment given with each ma-
chine. Also lessons in operating any machine.

Messaline, Lexington Ave. Arcade

ALL CARS TRANSFER TO BLOOMINGDALES' 59TH TO 60TH ST. LEX. TO 3D AVE.